

College Area BID News

Business Improvement District

CELEBRATING 13 YEARS OF GROWTH IN THE COLLEGE AREA

Volume 14, Issue 1

January 2011

Winter 2010 Business Mixer

Toast in the New Year with the College Area Business District! Come network with business owners and community members at the Annual Business Mixer on **Monday, January 24, 2011**. The Mixer will be held at **San Diego Desserts (5987 El Cajon Blvd.)** a custom bakery offering savory and sweet treats from **6:00PM-8:00PM**.

The evening will feature the 2010 Business Award winners and the 2010 Board of Directors. All attendees will be entered into Opportunity Drawings with great Give-A-Ways from local businesses.

Admission is **\$10 per person** and includes dinner and drinks. Space is limited the night of the event. We encourage you to

purchase tickets in advance online at:

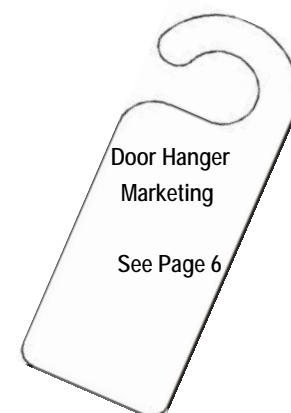
www.CollegeAreaBID.com

Thank you for supporting the College Area Business District throughout 2010! We look forward to seeing you at our first Mixer to start off 2011! Cheers!



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College Area 2010 Business Awards Survey

Each year, the College Area Business District honors those who have made a positive impact in our community. As part of this process we ask you, the community members and stakeholders of the College Area, to share with us your thoughts. Below you will find a link to an online survey asking you to vote for the College Area's 2010 Business Nominees.

2010 Categories include:

Best New Business
Best Storefront Improvement (before and after pictures are featured on the BID website)
Best Community School
Business of the Year
R. J. Benoit Award (Volunteer Board Member of the Year)

www.surveymonkey.com/s/Z7YQBRR

Please take a few moments to answer this five-question survey and tell us who YOU

think deserves to be recognized! We will continue accepting survey responses through Friday, January 14, 2011.

Award winners will be announced at the College Area's Annual Business Mixer to be held at San Diego Desserts on Monday, January 24, 2011.

We'd like to remind you of last year's winners of these awards. These companies are a great asset to our community!

2009 Business Award Winners Were:

Best New Business: Garden Fresh Grill & Smoothie
Best Storefront Improvement: San Diego Desserts
Best Community School: Blessed Sacrament Parish School
Business of the Year: Cutter's Point Coffee House
R. J. Benoit Award: Rhuan Rogerio, Wells Fargo



BOARD OF DIRECTORS

Paul Russo
President
EMAD Committee Chair
Property Owner
Russo Properties



Harold Webber
Vice President
Property Owner
Webber Properties

Jerri Erb
Vice President
Charco Construction

William Perkins
Treasurer
Wells Fargo Bank.

Kenny Casciato
Effin's Pub Co-Owner

John Mireles
Secretary
Property Owner
Ventana Photography

Teri Featheringill
Business Development Committee Chair
Featheringill Mortuary

Lynn Hudak
Lynn Hudak, DDS

Victor Krauss
Property Owner
Better Life Chiropractic

John Lyon
Property Owner
Best Western Lamplighter Inn

Lynn Owens
Owens Chiropractic

Lillian Palmer
Marketing & Parade Committees, Chair
Property Owner

Bruce Robertson
Property Owner
College Avenue Baptist Church

Mat Shaffer
Pita Pit

Janice Thurs-Sherlock
The J. Sherlock Group

Arkan Somo
Property Owner
College Arco

Mike Trunzo
Property Owner
Blessed Sacrament Parish School

Short-Term Parking Application

The College Area Business District has seen an increase in parking issues along El Cajon Blvd. If you are a local business or property owner concerned about insufficient parking on El Cajon Blvd. or in front of your business, there are options for you to consider.

Time limit parking enables more turnover of the limited parking spaces you may have available to you and your business. Other options to increase parking turnover are curb-cut (driveway) replacements and/or re-painting faded curbs.

Short-term parking or Green Zone applications allow a business or property owner to request a green curb be painted in front of their building. Time limits allowed per this application include 15 and 30 minutes. To request a

longer time limit or meter installation requires a more involved process through the Mid-City Parking District.

A fee of \$275 (payable to the City Treasurer) is required upon submission of the application. If the application is denied the \$275 fee will be refunded to the person (organization) making the request within 6 to 8 weeks of the application submission. Should the application be approved, the City will paint the requested curb green and install a sign designating the time limit on the parking area.

The College Area is part of the Mid-City Parking District, managed by the El Cajon Blvd. Business Improvement Association. Parking info can be found on their website: www.theboulevard.org/Parking.htm.

BID Members Can Attend GSDBA Workshop's at Member Rate

A Marketing Exchange Agreement with the Greater San Diego Business Association (GSDBA) was approved by the College Area Business Improvement District (BID) Board of



Directors in September 2010. As a result of this partnership, businesses that are College Area BID members can attend GSDBA workshops at their member's rate.

The first workshop of 2011 will be held on **Wednesday, January 19, 2011 from 9am to 11am** at the **Balboa Park Club - Santa Fe Room (2150 Pan American Road)**.

The Workshop is entitled "Positioning Yourself as an Expert in the Marketplace", presented by Ann Marie Houghtailing of The Houghtailing Group.

Description of the Workshop: Regardless of your field or profession, positioning yourself as an expert in the marketplace provides you with a unique competitive edge. Learn how you can advance your business or your career by offering yourself as an

expert and adding value to your clients and prospects.

- What defines an expert?
- Who decides on who gets to be an

expert?

- Efforts and contributions that elevate your expert status
- What if you don't know everything, can you still be an expert?
- How do you market and offer your expertise
- How positioning yourself as an expert can energize your marketing strategy.

Take advantage of GSDBA workshop's at the member's rate: Members \$10; Guests \$50.

To register for the workshop go to www.gsdba.org/events/event/listUpcoming. Announcements for GSDBA workshops and events will be included in the Calendar in future newsletter publications.

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3 <i>BID Office Closed</i>	4	5	6	7	1
						8
9	10	11	12	13	14	15
16	17 <i>8am-Enterprise Tax Zone Workshop</i>	18	19 <i>12pm-BID Board Mtg.</i>	20	21	22
23	24 <i>6pm-Winter Business Mixer</i>	25	26	27	28	29
30	31					

Calendar of Events

College Area BID Events

- Jan. 3— Office Closed (New Year's Observed)
- Jan.17— 8AM; Enterprise Zone Workshop presented by Considine and Considine (CCCPA) @ College Area BID Office (4704 College Ave.)
- Jan. 17— Martin Luther King, Jr. Day (Observed); Office Open for Enterprise Tax Zone Workshop only; closed after workshop
- Jan.19— 12PM-1:30PM; Board Meeting @ College Area BID Office (4704 College Ave.)
- Jan. 24— 6PM-8PM; Winter 2010 Business Mixer @ San Diego Desserts (5987 El Cajon Blvd.)

SCORE Workshops (at SCORE Center)

- Jan. 6—9:30AM; Business Basics 101
- Jan. 7—9:30AM; Financial Statements - What They Mean, How to Use Them
- Jan. 13—Financing Your Business
- Jan. 14—Legal Issues For Small Business: Contracts and Leases
- Jan. 21— 9:30AM; Business Basics 101
- Jan. 24— 9AM; Insurance (SCORE)
- Jan. 31—9:30AM; Intellectual Property (SCORE)

GSDBA Workshop

- Jan. 19— 9AM-11AM; Positioning Yourself as an Expert in the Marketplace

SCORE Workshop Locations

SCORE Entrepreneur Center
SCORE/SBA
550 West C St., Suite 550
San Diego

For additional information,
please see the SCORE Web
site: www.score-sandiego.org or
call SCORE at (619) 557-7272.

GSDBA Workshop (January ONLY)
Balboa Park Club - Santa Fe Room
2150 Pan American Road
San Diego

January's Local Meeting Schedule

January 5th	BID Business Development Committee—12pm, BID Office (4704 College Ave.)
January 7th	BID BOO! Parade & Carnival Committee—8am, BID Office (4704 College Ave.)
January 10th	BID Executive Committee—12pm, Casa Machado (6390 El Cajon Blvd.)
January 11th	Eastern Area Communities Planning Committee— 7pm, Holy Spirit Church (2725 55th St.)
January 12th	CACC Meeting—7pm, College/Rolando Branch Library
January 12th	EMAD Committee Mtg—10:30am, BID Office (4704 College Ave.)
January 14th	BID Marketing Committee Meeting - 12pm, BID Office (4704 College Ave.)
January 18th	Rolando Community Council - 7pm, 4855 Seminole Dr.
January 19th	BID Board of Director's Meeting - 12pm-1:30pm, BID Office (4704 College Ave.)
January 20th	El Cerrito Community Council. —7pm, Blessed Sacrament Parish Hall
January 27th	Crossroads Redevelopment PAC—6:30pm, College Ave. Baptist Church, 3rd Floor Mtg. Rm.

Enterprise Tax Zone Workshops

MONDAY, JANUARY 17TH, 2011

8:00 am - 10:00 am

College Area BID Office

4704 College Avenue

San Diego, CA 92115

Presented by: Considine & Considine

To Register - Contact: Michael Farrell

Tel. 619.231.1977

mjf@cccpa.com

Enterprise Zone Benefits

The major benefits of the Enterprise Zone Program are the tax savings on California business and personal income tax from available credits. These credits include:

SALES OR USE TAX CREDIT

A tax credit against the purchase of new manufacturing, assembly, data processing or communications equipment equivalent to the amount of sale or use tax.

HIRING CREDIT

A tax credit on the wages to qualified new employees over a five-year period (up to 50 percent in the first year, 40 percent in the second year, etc.). This credit could exceed \$37,000 per eligible employee.

ACCELERATED DEPRECIATION DEDUCTION

The option to accelerate depreciation on business property.

NET INTEREST DEDUCTION FOR LENDERS

Allows lenders a deduction on the net interest earned from loans made to Enterprise Zone businesses.

This workshop will be hosted by the College Area Business District monthly.

What is an Enterprise Zone?

Enterprise Zones were created in California in the 1980's to stimulate business investment in areas traditionally slow in obtaining its fair share of private investment dollars and to increase jobs opportunities in areas of high unemployment. The legislative purpose of the Enterprise zone Program is to "stimulate business and industrial growth in the depressed areas of the State." San Diego is home of one of 42 Enterprise Zones statewide.



Rolando Street Fair Vendor Information 2011

The full application is available via download on the home page of the College Area Business District website. Visit www.collegeareabid.com to download the full version. Application Only on next page.

Location: 4800 block of Rolando Blvd (near El Cajon Blvd), San Diego, CA 92115

Date/Time: Sunday, March 21, 2011. Hours: 10am-6pm (See full application for set-up and tear-down times)

Space Sizes: Non-food vendor space is 10'x10'; food vendor space is 10'x15'. You may purchase two booths to double your space

Space Prices: See Chart Below for pricing and download full application for specific requirements

BOOTH TYPE	PRICE
10' x 15' Food Vendor	\$250.00
10' x 30' Food Vendor	\$450.00
10' x 10' Arts and Crafts	\$70.00
10' x 20' Arts and Crafts	\$140.00
10' x 10' Business or Commercial	\$130.00
10' x 20' Business or Commercial	\$260.00
10' x 10' Non-Profit (IRS Sec. 501(c) Corporation)	\$65.00
Distribution of Information Only – NO SALES PERMITTED	

2011 Rolando Street Fair Vendor Application

Business Name		COMMITTEE USE ONLY AMT _____ METHOD _____ 1 2 T E L C A N
Business Address		
Phone Number		
Name of Contact Person		
E-Mail Address		
Website		
Nature of Business		
Describe what you will be Selling or Distributing		

BOOTH FEES (Check One Box Only)		
✓	Price	Type of Booth
<input type="checkbox"/>	\$250.00	10'x15' Food Vendor (<i>Enclose copy of permit with application</i>)
<input type="checkbox"/>	\$450.00	10'x30' Food Vendor (<i>Enclose copy of permit with application</i>)
<input type="checkbox"/>	\$70.00	10'x10' Arts and Crafts Vendor (Items must be 100% hand made by the vendor)
<input type="checkbox"/>	\$140.00	10'x20' Arts and Crafts Vendor (Items must be 100% hand made by the vendor)
<input type="checkbox"/>	\$130.00	10'x10' Business/Commercial Vendor
<input type="checkbox"/>	\$260.00	10'x20' Business/Commercial Vendor
<input type="checkbox"/>	\$65.00	10'x10' Non-Profit Vendor (Enclose proof of non-profit status with your application)
<input type="checkbox"/>		TOTAL

OPTIONAL ITEMS	Price	Qty	Total
Canopy	\$150.00		
Table	\$10.00		
110 V Electrical Outlet with 20 AMP	\$60.00		

TOTAL (BOOTH FEES AND OPTIONAL ITEMS)	\$
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****SEE STEP 2 FOR MAILING INSTRUCTIONS****

****YOU MUST ENCLOSE A SELF-ADDRESSED STAMPED ENVELOPE WITH YOUR APPLICATION****

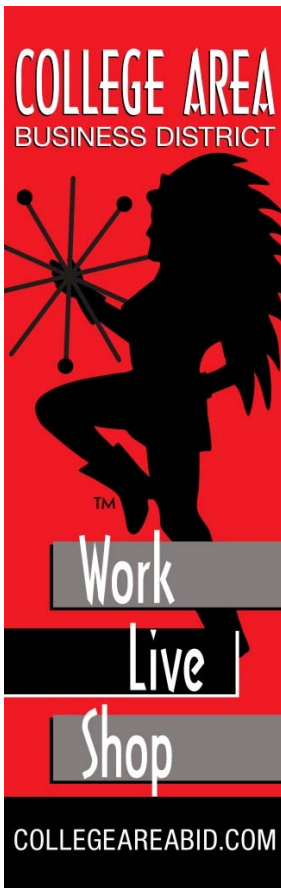
<input type="checkbox"/> My Check/Money Order is Enclosed	<input type="checkbox"/> I Have Paid via PayPal
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I have read all rules and instructions herein as well as the Waiver of Liability and agree to all terms.
I will follow all instructions and direction given to me by RCC and Street Fair Staff.

Signature: _____ Date: _____

COLLEGE AREA BUSINESS DISTRICT

P.O. Box 151176
San Diego, CA 92175-1176



Door Hanger Marketing Opportunity

The College Area Business District's (BID) Marketing Committee has collaborated with local business owners showing an interest in cross promotion. In an effort to encourage these practices and support local businesses, the BID will launch its first "College Area Door Deals" in January.

According to doorhangers.com "door hangers help businesses add new customers that haven't seen their sign, or building. Door hangers provide an advertising option that is direct, simple and effective in reaching customers for a business. Their primary objective is to produce a sale, a phone call, or generate traffic and more business."

The "College Area Door Deals" will feature ten College Area BID member businesses, providing them a two sided square/space to advertise a coupon or an unbeatable deal. The cost of the coupons will be \$100 per space and will include color printing and distribution costs. Each business can only purchase one space.

The BID will collect the art work for each participating business, format them to the size specifications for the door hanger, and print 5,000–10,000 of them for the first run. Our staff and volunteers will distribute these door hangers to the many multi-family housing units around the neighborhood, throughout our single-family neighborhoods, and around our College Area businesses.

College Area businesses wanting to participate in College Area Door Deals are encouraged to contact the BID by **January 7th**. Applications are available on the BID website.

This is a great opportunity to market to all of the homes within the College Area Communities!

The College Area BID hopes that once we get you on the door it will get customers in YOUR door! Contact the BID by **January 7th** if you are interested in purchasing a \$100 coupon space in the first "College Area Door Deals"!

ADVERTISING WORKS



College Area Business District members
Receive a 10% discount with the Mission Times Courier
Newspaper when advertising for 6 or 12 months.
ANY SIZE AD!

Reach over 23,500 homes and over 2000 businesses
every month in your own back yard.

Increase your business by reaching more people.

To get a quote or reserve space call Lionel at:

(619) 283-9747 ext. 128

Be sure to mention you are a member of the
College Area Business District and get your discount.